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COUNCIL DATE: December 14, 2009

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **December 4, 2009**

FROM: **General Manager, Parks, Recreation  
and Culture**

FILE: **8200-20/O**

SUBJECT: **2010 Winter Olympics - Torch Relay, Celebration Site and Marketing &  
Communications Program Update**

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## RECOMMENDATION

The Parks and Recreation and Culture Department recommends that Council receive this report as information.

## INTENT

The purpose of this report is to provide Council with an update on the City's plans for the 2010 Winter Olympics Torch Relay, the activities at Surrey's Celebration Site that is to be located in Holland Park during the Games and information regarding the City's Marketing and Communications Program related to City activities associated with the 2010 Winter Olympics.

## BACKGROUND

The City of Surrey's Olympic Plan is designed to engage the community in opportunities related to the Olympic Games and encourage participation in physical activity, sport, volunteerism and arts & culture prior to, during and following the 2010 Olympics.

As a Venue City and official VANOC partner, the City of Surrey receives numerous benefits related to the Olympic Games including, among others:

- the opportunity to use 2010 Olympic Games branding;
- hosting a torch relay official celebration;
- hosting an official Olympic Games Celebration site;
- access to 2010 Olympics performers/entertainers;
- access to 2010 Olympic suppliers; and
- the receipt of 52 housing units for a social housing project.

As a VANOC partner, Surrey will have preferential opportunities to showcase the City's lifestyle features and business development advantages to international visitors, investors and VIPs during the Games.

## DISCUSSION

The following provides an update on the plans and activities surrounding the Olympic Torch Relay when it is in Surrey, the City's Olympic Celebration Site at Holland Park, and the City's marketing & communications strategies leading up to the 2010 Olympic Games.

### **Torch Relay:**

The Olympic Torch Relay will arrive in Surrey on Monday, February 8, 2010 and will be in Surrey for 2 days, leaving on February 9, 2010. The torch will arrive in Surrey by way of the Cloverdale community on the afternoon of February 8<sup>th</sup> and will follow a route through Newton, Fleetwood, Guildford, Whalley and the City Centre prior to reaching an evening celebration at the City's Olympic Celebration Site at Holland Park. On February 9<sup>th</sup> the torch relay will continue in South Surrey and then on to North Surrey prior to travelling through the Whalley Community before leaving Surrey for New Westminster.

As noted above, the City of Surrey will be hosting an Olympic Torch Relay Celebration at the City's Olympic Celebration Site at Holland Park on the evening of February 8, 2010.

The City has been working closely with VANOC in developing the proposed Torch route through Surrey. In addition, the City of Surrey has been allocated 6 torchbearer segments to assign through an internal process. Mayor and Council have recommended to VANOC the 6 individuals to carry the Olympic Torch in the Surrey segments assigned to the City. VANOC has advised that final confirmation of the torchbearers will occur by the end of December.

The City of Surrey is pleased to have been successful in receiving grant funding from the Federal Government (\$15,000) and the Provincial Government (\$40,000) to fund the Olympic Torch Relay Celebration. The funding is being used to develop a 2010 Olympic Dance Team, create a song for the Olympic Torch Relay Celebration and assist in the production of the event.

Auditions for the 2010 Celebration Dance Team are currently underway. The City is very pleased to have Dawn Govier as the Team Manager and Kelly Konno as the Team Choreographer. Dawn is a "Surrey Civic Treasure" and has been involved in Surrey dance for years. Kelly, originally from Surrey, is now a professional dancer/choreographer based out of Los Angeles. She has worked with Janet Jackson and Justin Timberlake and has choreographed both music videos and television shows.

In addition, Doug Johnson, the keyboardist for Canadian Rock and Roll Hall of Fame group, Loverboy, is composing a song specifically for the Olympic Torch Relay Celebration on February 8<sup>th</sup> at Holland Park. The song will be performed by the international award winning Surrey Children's Choir. Plans are being developed to have both the Surrey Children's Choir and the 2010 Celebration Dance Team perform at the City's 2010 Olympic Celebration Site during the Games.

Other programming highlights at the Olympic Torch Relay Celebration will include the Francophone Association of Surrey. The Community Task Force, a working group from the Mayor's Task Force on 2010, and representatives from RBC continue to meet regularly to discuss the event and provide advice and direction to City staff. In addition to the promotion of the Torch Relay Celebration event at Holland Park, the City is undertaking direct marketing of the

Relay to local schools, sports organizations and community organizations to encourage participation along the Torch Relay route.

### **Surrey's Celebration Site**

The Surrey 2010 Olympic Celebration Site in Holland Park will be the place for all Surrey residents to gather and celebrate the spirit of the 2010 Winter Olympics. This free festival will run concurrently with the Games and will feature live broadcasts of Olympic events on large video screens, sport activities for people of all ages, food service and live entertainment.

The Celebration Site is scheduled to operate from Friday, February 12 until Sunday, February 28, 2010. It will be closed on Mondays and Tuesdays resulting in a total of 13 days of programming. The Celebration Site will be open as follows:

- Wednesday - Thursday, 3:00 pm – 10:00 pm;
- Friday 3:00 pm – 11:00 pm;
- Saturday 11:00 am – 11:00 pm; and
- Sunday 11:00 am – 11:00 pm.

**ENTERTAINMENT** – The talent lineup for the Celebration Site is nearly complete with many headline and cultural acts booked. Highlights include performances by Blue Rodeo, Sam Roberts, Randy Bachman, 54-40, Corb Lund, Doc Walker, Jully Black, Malkit Singh, WinterSleep, Tokyo Police Club, Serena Ryder, Jim Byrnes, Goh Ballet, Vancouver Opera, and many more. International highlights include Tiger Style from the U.K., Zuko 103 from Belgium, Ukuleles for Peace from Israel and Palestine, and the Kapa Haka Maori Dancers from New Zealand. Complete lineup details can be found on the dedicated website for the Celebration Site at [www.surrey2010.com](http://www.surrey2010.com).

**MUSICAL RIDE** – The RCMP Musical Ride will be a part of the Celebration Site's list of attractions. Showtimes are set for 8:00 pm each day that the Celebration Site is open with additional 3:00 pm performances scheduled for Saturdays and Sundays. A total of 18 performances are scheduled in the 2400+ capacity mega tent. The horse stables will be located on site and will be open to the public during Site hours.

**BUSINESS HOSTING** – Working with Economic Development, staff has created Business Hosting opportunities for Surrey's corporate community. Invitations have been sent out to Surrey-based businesses to host one of the 12 available nights.

**MAYOR & COUNCIL RECEPTION** – Mayor and Council will host a private reception for up to 200 people in the Business Hosting Lounge.

**NIGHTLY WELCOME CEREMONY** – At 7:00pm, Mayor and Council will attend the daily Welcome Ceremony where patrons will be updated on Canada's medal count, congratulate medal winners, and get the crowd ready for the headline performances. Note that the welcome ceremony will take place from 4:00 pm to 6:00 pm on Friday, February 12.

**FIREWORKS** – A 15 minute fireworks show will take place immediately following the official Olympic Opening Ceremonies at 9:00 pm on Friday, February 12.

**FESTIVAL ACTIVITY ZONE** – Activities and attractions include a Toboggan Zone, Skating Rink, Curling Zone, and Community Arts Zone.

**SUSTAINABILITY INITIATIVES** -- The Celebration Site will include two sustainability features for attendees to experience. The *Nature Matters* program will present a 30'x50' house dubbed “2010 Sustainable Way”, demonstrating examples of sustainable living using interactive displays on waste reduction, energy efficiency and environmental stewardship. The “Surrey Shares” tent will promote success stories of Social Sustainability and its programs including those related to: homelessness and housing, food, youth and literacy. From a production standpoint, the Celebration Site will be a precedent in Event Waste Management by hiring a Site Sustainability Manager to focus on sustainable waste reduction and other sustainability practices. This program will result in a Surrey Sustainable Events Plan that will be used to incorporate sustainability into all future City events.

**SITE AESTHETICS** -- The Celebration Site will have 2010 Winter Olympic and City of Surrey branding. The latest in lighting technology will bring the Celebration Site to life in the evening. Plans are in the works to illuminate the building wrap on the Central City Tower using powerful LED ‘up’ lights.

**EVENT PARKING** – Staff is establishing a parking management plan for the Celebration Site. People will be encouraged to take public transit and car pool. Parking will be available at the Scott Road Skytrain Station and Skytrain to Holland Park. Staff will continue to pursue other parking opportunities that can be used for the Celebration Site. The Central City Mall parking lots are available for use after normal business hours.

**ROAD CLOSURES** – The eastbound lanes of Old Yale Road will be closed from January 25<sup>th</sup> to March 5<sup>th</sup>, inclusive. The westbound lanes will be closed on nights where pedestrian traffic is anticipated to be high (e.g. Friday and Saturday night). A full traffic/street closure schedule will be published in early January.

### **2010 Marketing, Media and Community Engagement**

The 2010 Games offer a very significant opportunity for national and international media coverage for Surrey. The City is implementing a comprehensive marketing and communications program to ensure positive media exposure for the City leading up to, during and after the Games. Over 500,000 visitors are expected to the Region for the Games along with 5,500 athletes and team officials from over 80 countries. Accompanying them will be 10,000 accredited media, 5,000 unaccredited media and over 25,000 volunteers. VANOC has projected over 2 billion television viewers will watch the games. The audience will have a variety of unique information requirements and multiple stakeholders will be competing for attention, profile and exposure.

As an official VANOC partner and Venue City for the 2010 Olympic and Paralympic Winter Games, Surrey has a unique opportunity to showcase the City as a place to live, visit and invest while building civic pride in City residents. Through this partnership, Surrey has associated itself with one of the world’s premier international events; Surrey has obtained a form of global credibility that has only been afforded to a very small number of cities worldwide. The 2010 Plan will enhance civic pride and engage the community in a “once in a lifetime” experience. The City’s Olympic program will enhance the City’s image regionally and internationally, as it continues its transformation into a world class City. Vital to the City’s marketing efforts for 2010 is informing the City residents and key audiences about the various components of Surrey’s 2010

Plan and creating easy access to up-to-date information on the Plan's programs and initiatives. These include:

- Business development, including targeted investment;
- Community engagement and Olympic spirit campaigns and initiatives;
- Events at the Celebration Site and through the Cultural Olympiad program;
- Physical activity and healthy living awareness campaigns;
- Sport development strategies and sport hosting opportunities;
- Recreation-legacy facility at Tom Binnie Park;
- Arts showcasing & inspiration;
- Volunteer programs;
- Literacy programs;
- Accessibility and Inclusion initiatives; and
- Sport tourism.

A wide variety of media channels and marketing strategies are being utilized to ensure proper exposure for each component of the 2010 Plan. The marketing requirements have been divided into four distinct categories; each is noted below with examples of projects associated with each marketing theme. In addition to the marketing initiatives and related direct media and print exposure, the City will also implement a media relations plan to raise awareness and "earned media" through focused communications and media relations strategies.

### ***Marketing & Promotional Materials***

*Online Videos - testimonials, web profile*

*Web site development*

*Brochures, posters, display materials & collateral material*

*Sponsorship packages*

A new 2010 website ([www.2010.surrey.ca](http://www.2010.surrey.ca)) was launched in August, using VANOC branding and content, that outlines all components of the City's 2010 Community Plan and opportunities for community involvement and participation. A second website was launched in November devoted to Surrey's 2010 Celebration Site ([www.Surrey2010.com](http://www.Surrey2010.com)) that includes details on the entertainment line-up, activities and attractions, partners, schedules and sustainability features. Other websites have been produced and implemented for the Right To Play Surrey 2010 Challenge ([www.2010challenge.surrey.ca](http://www.2010challenge.surrey.ca)) and the City's Adventure Challenge event in support of Right To Play ([www.SurreyQuest.surrey.ca](http://www.SurreyQuest.surrey.ca)).

All websites link to one another, are Google-search compatible, and include streaming videos, flash features, facebook connections and many dynamic features. Two 2010-related brochures were produced including the 2010 Business Opportunities Guide and the 2010 Business Hosting Lounge. Multiple posters and brochures were produced related to the 2010 Challenge for Children and Surrey Quest including: 2010 Be a Part of It pamphlets/handbills, and sponsorship opportunity brochures for Surrey Quest and the 2010 Surrey Olympic Celebration site. Marketing materials have been distributed through all of the City's major civic facilities and at partner locations throughout the community and lower mainland.

## ***Advertising & Event Promotion***

*Advertising features*

*Radio advertising - vignettes*

*Event marketing*

Since becoming an official partner to VANOC, over 300 marketing projects have been prepared and navigated through VANOC's approval process. These include: brochures, ads, site maps, kiosk exhibits, entrance staging, stage scrims, fencing, and sky flags and banners. In the early stages, a number of event-related materials were produced to market a 2010 Zone and Right To Play Zone at both Canada Day and Surrey's Fusion Festival. The Daniel Igali Walk Run Event (October 17<sup>th</sup>) including a VIP event and joint fundraising for the Daniel Igali Foundation and Right To Play were successfully staged. On January 30<sup>th</sup>, the City is hosting the Surrey Quest Adventure Challenge, a fundraiser event in support of Right To Play.

To elevate the 2010 spirit in the community and help profile programs and events, a series of weekly advertisements both in print and radio form have been prepared and implemented, which will continue to be run through to Games time with increased intensity and frequency beginning in January. Much of the recent advertising has been related to community engagement programs and promotion of "2010 Be a Part of it!". As it gets closer to Games-time, the marketing focus will be on the 2010 Surrey Celebration Site, activation of Surrey's Challenge for Children, the Torch Relay and the Paint the town Red initiative.

The City's media mix of sponsorship and advertising includes radio partnerships with: News 1130, CKNW, Jack FM, the Peak, JR FM, CFOX, Rock 101, Virgin Radio, and RedFM. In print, the marketing includes: The Province Newspaper, The Vancouver Sun, the Now, The Leader, the Canwest Pocket Guide to the Games, the New West Newspaper, local South Asian Papers, Youthink, The Advview, Tourism journal ads and the Leisure Guide. Television media strategies focus on CTV, NBC, global and other unaccredited media as relevant markets with an emphasis on CTV exposure including potentially closed caption advertising and negotiated Surrey-based story segments.

## ***Civic Staging, Branding & Civic Beautification***

*Building wraps*

*Torch Relay flags*

*City 2010 Partner Olympic flags*

*Gateway signage*

*Transit shelters promotions*

*Street banners*

*Event staging (skyflags, large format site banners, kiosks, stage graphics, sponsor recognition, branded fencing, etc.)*

Implementing a large-scale building wrap in three phases on the Central City office tower is nearly complete including: 1) 2010 – the future lives here, 2) When Children Play World Wins- Right To Play- Surrey Challenge for Children, and 3) 2010 Welcoming the World. All three phases are on schedule with full completion expected in mid-December. This will complement the Venue City identity prominent on the exterior of City Hall as well as the gateway signage with Venue City branding at thirty major gateways/entrances to Surrey.

Signage has also been installed marking the Games Preparation Centre on Tom Binnie Park in City Centre.

The City has also secured 84 transit shelter panel locations throughout Surrey's streets and extending into New Westminster. The implementation of the transit shelter marketing materials will occur in conjunction with the implementation of the new street furniture contract which will begin installation in December 2009. Banner designs are now complete and produced combining a 2010 banner celebratory series (300 in total) and promotion of the City's Right To Play 2010 Challenge for Children (200 in total). Electronic signage at two prominent locations within Surrey is anticipated to be completed in time for the Games.

Outside of Surrey, out-of-home street marketing commitments include: 24 Sky-train Platform Posters at key locations near official venues (including the O-Zone and Richmond Oval) and a number of strategic sites in downtown Vancouver. The messaging for the platform sites emphasizes the Musical Ride and Surrey 2010 Celebration Site opportunity. Other billboards will be implemented at SFU and college campuses as well as in the Central City and Guildford malls. Staff are also busy executing marketing large format graphics for event sites and activity areas including: event entrance arches and sponsor signage, functional/directional signage, site fencing and scrims, the Olympic pictogram cutaways (for family photos) showcasing Olympic sports, the hockey shoot-to-win zone, the soccer shoot-to-win zone, the curling zone, the skating zone, the RCMP Musical Ride, the Right To Play Toboggan Zone and multiple kiosk/exhibit and partnership identity branding. The Surrey Quest event has similar signage, exhibit, staging and marketing.

### ***City Programs, Campaigns & Community Engagement***

*Olympic mentors & partners – school programs*

*Resident Participation & Awareness*

*Paralympics marketing & awareness*

*Paint the Town Red and Torch Relay marketing*

An electronic countdown clock has been implemented at City Hall to help build excitement for the Games. A number of media events (such as the Celebration Site launch and Musical Ride announcement) have also been staged at City Hall to create excitement and awareness in the community.

Extensive marketing was conducted to activate the City's comprehensive community engagement program focusing on opportunities for community participation and awareness branded under the theme "2010 Be a Part of it!". Community Open House Sessions were held and were marketed through mail drops to stakeholder groups, pamphlets, post card distribution, and a comprehensive ad campaign. A community open house information session was held in each of Surrey's 6 town centres and specific sport, community and business group sessions were organized to promote awareness of the City's 2010 plan and how to be a part of it. To date, 20 sessions have been held with significant positive feedback as an outcome.

An extensive community engagement program related to Right To Play (RTP) and Surrey's 2010 Challenge for Children has also been planned and executed, which will continue through to Games time, including a telethon event to engage businesses, schools and residents in community fundraising. Awareness for this program will be augmented by "spirit session" visits occurring in malls in Surrey over the holiday season with an emphasis

on highlighting Surrey's 2010 Challenge for Children and other 2010 programs and opportunities.

The Surrey Quest Adventure Challenge is another opportunity for residents, community groups and businesses to get in the 2010 spirit alongside Olympians while supporting the Right To Play charity. Similarly, the Torch Relay and Paint the Town Red initiative are designed to include community participation, embrace the 2010 spirit, and instill pride in Surrey residents. Collateral material for the 2010 community engagement and Right to Play program initiatives include: Olympic pins, t-shirts, active living/sport related items, spirit flags, red balls, children's tattoos and a wide variety of event materials.

As part of the Right To Play Surrey 2010 Challenge for Children program, the City has partnered with Right To Play and the Surrey School District and organized 130 school visits by Olympians in Surrey. In addition to the school visits, Olympian and Olympic mascot appearances occurred at numerous community events in Surrey, which will continue through to Games time. Strategies for highlighting the Paralympic Games opportunities are also underway.

## **CONCLUSION:**

The City's Olympic Program will enhance Surrey's image regionally, nationally and internationally. Our 2010 Celebration Site and Torch Relay celebrations will enable Surrey residents, families and visitors to experience the spirit of the 2010 Games without leaving the City.

The extensive program developed by the City in relation to the Olympic Games will engage the community, develop civic pride, enhance Surrey's image and promote Surrey as a place to invest and do business while leave lasting legacies.

Laurie Cavan  
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Parks, Recreation & Culture

Appendix 1 - Celebration Site map



APPENDIX 1

